



## *Vintage Hammond Organ Dealer*

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The idea of Classic Hammonds® was conceived many years ago in 1979, approximately 5 years after the Hammond Organ Company ceased production of its Tone Wheel Organs. At that time, Classic Hammonds'® entrepreneur, Steven Roady, the 2nd oldest of 5 siblings, was 26 years old. He was self taught on the organ and had been playing since in the 2nd grade. While Steven's classmates were all enjoying the whiles of daily recess, this 4-1/2 foot tall grade schooler spent his time mastering the intimidating Reuter pipe organ at his parish church.



Back in the day, Steven's mom made a bi-weekly trip on Thursday evenings, to take her mother, Grandma Fasl, to her favorite store, Sears, Roebuck® and Company on the Country Club Plaza. You see, that was traditionally the only night that retail stores stayed open late. When Steven discovered that Sears sold organs, this field trip quickly became his highest priority.



On the night that Steven discovered the organs, he had wondered off from the pack to lead his own expedition. His trek brought him to the 3rd floor where the Silvertone organs were on display. He immediately sat down at the one he perceived to be the flagship model. Without asking anyone, he powered it up, and began to tickle the keys. The dazzled sales people quickly gathered around to hear this youngster make this console seem alive. It only took about 30 minutes of fun before one of the dazzlers asked Steven where his parents where.

Steven replied, "Oh, my mom is shopping with my grandma." The salesman then asked Steven his name. The salesman told Steven that his mom just may be looking for him, then took him by the hand to the customer service area. Meanwhile, as suspected, mom had discovered his absence and the troops had begun a search and rescue operation.

### *Dreams really do come true*



It was not until 1963, while in 5th grade, that Steven finally convinced his parents he was serious about playing the organ. On that Saturday, Steven dragged his mother, Bernadine, to Jenkins Music Company in Downtown, Kansas City, Missouri, where she wielded her creativity to purchase a Lowrey Starlet Deluxe. Although Steven had his eye on the Hammond M-3, the family of seven's budget was doing well to afford the Lowrey. Steven was so ecstatic and thankful that he forgot about the M-3, for now. After all, any organ that was going to reside at the modest Kansas City, Kansas home was indeed cause for a victory celebration. Many years later, Steven recalled his mom reminding him

of a remark he had made to her in the elevator that day, while descending to the Lobby. "Hey mom, did you know the Starlet Deluxe even has a built-in Leslie?" Barely knowing what Starlet Deluxe meant, and definitely not knowing what a Leslie was, she just smiled at him while admiring his exuberance!

### *The counterclockwise second hand*

Steven and his mom, along with every brochure & piece of literature about the Starlet Deluxe, departed the Jenkins 6th floor showroom for home. The delivery was set for the following Tuesday, just shy of 2 light years away in his mind. The delicious anticipation of having his very own organ, after more than 3 years of daily dreaming and begging, was almost torture. Steven recalled his school days and thought the clock seemed to move faster even when waiting for the bell to ring signaling that class was dismissed.

### *The want in life is the key*



Steven recalls the inspiring words from one of his life mentors, "The intensity of the desire decreases the time spent to achieve the desire". Hence, the want is the key. Steven finally achieved his dream on April 25, 1974 when he was able to purchase a Hammond B-3, accompanied by two Leslie 122's, from The Toon Shop, in Prairie Village, Kansas. He recalls that there was only one other day in his life that produced the exuberance felt on this occasion; The day he bought his 1971 Cowl Inducted, Chevelle SS454 sport coupe.

### *Contact Us*

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